Recruiter Screening Instrument

Briefing for:

Recruiting Research Consortium

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Research Objective and Approach

- **Objective**: Validate new screening tool for recruiters
- **Approach**:
  - concurrent validation (CV; 1Q02 completed)
  - predictive validation to establish validity over time and incorporate attrition criterion (began Jan02)
- **Long-term goals**:
  - establish a standard screening process for recruiters prior to arriving at the Recruiting and Retention School
  - recruiter screen part of a broader NCO classification test
- ARI, Command Psychologist USAREC, and Personnel Decisions Research Institutes work in coordination

Recruiter Screening Tool: The Validation Process

- Candidate screening tools chosen based on a job analysis and a review of sales selection practices
  - measures of individual temperament predictive of sales
  - ARI measures and off-the-shelf tests
- Administered screening measures to recruiters and collected job performance criteria
  - 732 Army recruiters representing 10 battalions
  - Collected station commander and peer evaluations (rating scales)
  - Incorporated measures of gross and net sales production
- Compared test scores to measures of sales performance to validate a psychological profile of high potential for recruiting duty

Candidate Recruiter Screening Tools Used in the Concurrent Validation

- **ARI-Background Information Questionnaire (BIQ)**
  - Emergent leadership, social perceptiveness, interpersonal skills, self-esteem
- **ARI-Self-Description Inventory (SDI)**
  - Work orientation, leadership motivation, adjustment
- **Battery for Assessment and Performance**
  - Sales Achievement Profile (SAP), Emotional Quotient Inventory (EQI), NEO

Relating Psychological Test Scores to Sales Performance Criteria

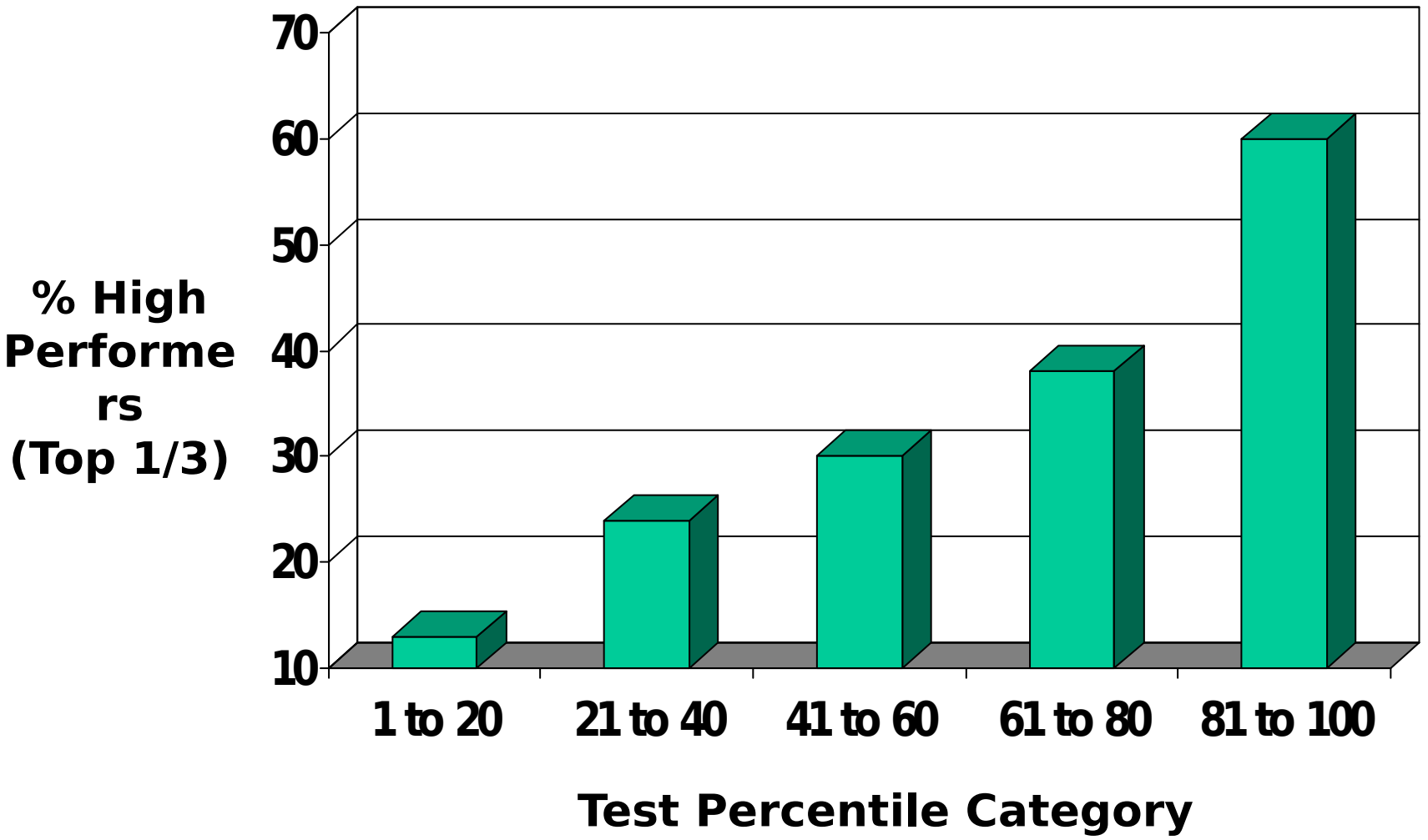
- Statistical analyses used to link predictor test scores to measures of sales effectiveness
- Measures of recruiters' work orientation, interpersonal skills, emergent leadership, and self-esteem were associated with sales success
  - Correlations of .12 to .34 with sales performance
- Best instruments being evaluated in follow-up predictive validation

Recruiter Screening Test

- Two parts
  - Part I: Items from Background Information Questionnaire
    - 7 scales
  - Part II: Items from Self-Description Inventory
    - 7 scales

- Scale scores combined to a single score for measuring candidates' sales potential
    - Weighted by relation to recruiter performance

Percent High Performing Recruiters In Each Test Score Category



Predictive Validation (PV) Milestones

- Initial steps in the predictive validation (PV)
  - Identified most promising measures from CV for administration at RRS to new recruiters entering the Army Recruiter Course
  - Testing at RRS began Jan02
  - Track new recruiters in PV to collect measures of success in training and later sales performance.
  - Dec02 preliminary results on relationships between test scores, training attrition, and sales performance
- Utility analyses to estimate impact of screening on testing load and recruiter performance/production
- PV research completed June 04

Implementation Steps

- Convert paper-and-pencil test to computerized version
  - University expert input on developing an equivalent test
- Score precision checks to confirm score accuracy
- Pilot testing of computerized test to assess examinee reactions and understanding before beginning operational testing
- Ongoing validation of computerized test by ARI and contractor and establishment of computerized test norms